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# Employee Post-Travel Disclosure of Travel Expenses

Date/Time Stamp:

RECEIVED
SECRETARY OF THE SENATE
PUBLIC RECORDS

Post-Travel Filing Instructions: Complete this form within 30 days of returning from travel. Submit all forms to the Office of Public Records in 232 Hart Building.

2018 MAY -9 PM 2: 59

In compliance with Rule 35.2(a) and (c), I make the following disclosures with respect to travel expenses that have been or will be reimbursed/paid for me. I also certify that I have attached: The original Employee Pre-Travel Authorization (Form RE-1), AND X A copy of the Private Sponsor Travel Certification Form with all attachments (itinerary, invitee list, etc.) The Interactive Advertising Bureau (IAB) Private Sponsor(s) (list all): Travel date(s): May 2, 2018 Name of accompanying family member (if any): Relationship to Traveler: 

Spouse 

Child IF THE COST OF LODGING DID NOT INCREASE DUE TO THE ACCOMPANYING SPOUSE OR DEPENDENT CHILD, ONLY INCLUDE LODGING COSTS IN EMPLOYEE EXPENSES. (Attach additional pages if necessary.) Expenses for Employee: Other Expenses Meal Expenses Lodging Expenses Transportation (Amount & Description) Expenses \$35 \$388 - Amtrak ☐ Good Faith \$42.80 Chartered Estimate Van Ground Actual Amount Transportation Expenses for Accompanying Spouse or Dependent Child (if applicable): Other Expenses Meal Expenses Lodging Expenses Transportation (Amount & Description) Expenses ☐ Good Faith Estimate Actual Amount Provide a description of all meetings and events attended. See Senate Rule 35.2(c)(6). (Attach additional pages if necessary.): We attended New Fronts presentations from Hulu and ESPN and learned about user engagement in video advertising. We met with the Digital Advertising ALiiance and the Trustworthy Accountability group to learn more about how these self regulatory bodies police digital advertising. Lastly we went to the New York Times and learned how NYT is using digital media and advertising to attact subscribers. Kara Van Stalen (Printed name of traveler) (Signature of traveler) TO BE COMPLETED BY SUPERVISING MEMBER/OFFICER:

I have made a determination that the expenses set out above in connections with travel described in the Employee Pre-Travel Authorization form, are necessary transportation, lodging, and related expenses as defined in Rule 35.

	Migu /hm
(Date)	(Signature of Supervising Senator/Officer)

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(Revised 10/19/15)

	Date/Time Stamp:
EMPLOYEE PRE-TRAVEL AUTHOR	RIZATION
Pre-Travel Filing Instructions: Complete and submit this	form at least 30 days
prior to the travel departure date to the Select Committee	
Incomplete and late travel submissions will not be consider	
form must be typed and is available as a fillable PDF on the	
at ethics.senate.gov. Retain a copy of your entire pre-travel	
required post-travel disclosure.	
	Kara van Stralen
Name of Traveler:	
Employing Office/Committee:	enator Maggie Hassan (D-NH)
Private Sponsor(s) (list all): Interactive Advertising Bure	eau (IAB)
Wednesday, May 2, 2018 Travel date(s):	
Note: If you plan to extend the trip for any reason you	ou must notify the Committee.
New York, New York  Destination(s):	
Destination(s):	
Explain how this trip is specifically connected to the traveler	r's official or representational duties:
This trip focuses on the digital advertising industry and will help in provide a strong background as I staff the Senator's work on the advertising through it's technology and consumer protection and	Senate Commerce Committee, which has jurisdiction over digital
Name of accompanying family member (if any):	
Relationship to Employee: Spouse Child	
I certify that the information contained in this form is true, c	complete and correct to the best of my knowledge:
	V. 1/2 C4-
3/30/2018	faa w
(Date)	(Signature of Employee)
TO BE COMPLETED BY SUPERVISING SENATOR/OFFICEI Secretary for the Majority, Secretary for the Minority, and Chapla	R (President of the Senate, Secretary of the Senate, Sergeant at Arms in):
Senator Maggie Hassan	Kara van Stralen
(Print Senator's/Officer's Name)	(Print Traveler's Name)
related expenses for travel to the event described above. I h	at or reimbursement for necessary transportation, lodging, and have determined that this travel is in connection with his or her create the appearance that he or she is using public office for
I have also determined that the attendance of the employee'	s spouse or child is appropriate to assist in the representation
of the Senate. (signify "yes" by checking hox)	
7/2/16	again Hosen
(Date)	(Signature of Supervising Senator/Officer)

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Form RE-1

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# EMPLOYEE PRE-TRAVEL AUTHORIZATION

Pre-Travel Filing Instructions: Complete and submit to prior to the travel departure date to the Select Committee Incomplete and late travel submissions will <u>not</u> be consiform <u>must</u> be typed and is available as a fillable PDF on at ethics.senate.gov. Retain a copy of your entire pre-travel disclosure.	ee on Ethics in SH-220.  dered or approved. This  the Committee's website
Name of Traveler:	Kara van Stralen
Employing Office/Committee:	Senator Maggie Hassan (D-NH)
Private Sponsor(s) (list all): Interactive Advertising B	ureau (IAB)
Travel date(s):  Note: If you plan to extend the trip for any reason	
Destination(s): New York	
This trip focuses on the digital advertising industry and will he provide a strong background as I staff the Senator's work on advertising through it's technology and consumer protection	elp inform me as I advise the Senator on these issues. The trip will the Senate Commerce Committee, which has jurisdiction over digital
Name of accompanying family member (if any):	e, complete and correct to the best of my knowledge:
2/20/2018	Kan Van St
3/30/2018 (Date)	(Signature of Employee)
Secretary for the Majority, Secretary for the Minority, and Ch Senator Maggie Hassan	Kara van Straien
(Print Senator's/Officer's Name)	by authorize (Print Traveler's Name)
an employee under my direct supervision, to accept pays related expenses for travel to the event described above. duties as a Senate employee or an officeholder, and will private gain.	ment or reimbursement for necessary transportation, lodging, and I have determined that this travel is in connection with his or her not create the appearance that he or she is using public office for
I have also determined that the attendance of the employ of the Senate. (signify "yes" by checking box)	ee's spouse or child is appropriate to assist in the representation
(Date)	(Signature of Supervising Senator/Officer)

### Van Stralen, Kara (Hassan)

From:

Kori Reese <kori@iab.com>

Sent:

Monday, March 26, 2018 4:19 PM

To:

Van Stralen, Kara (Hassan)

Subject:

Invitation to IAB NewFronts - May 2nd

**Attachments:** 

2018 IAB Newfront Itinerary.pdf; 2018 NewFront Trip Invite List.pdf; Senate Private Sponsor Travel Certification Form IAB NewFront Trip.pdf; Newfront Invitation Letter to

Kara Van Stralen.pdf

Follow Up Flag:

Follow up

Flag Status:

Completed

Hi Kara,

I hope this note finds you well. I just wanted to follow-up with you on Randall's email (outlined below) to see if you had any questions or concerns that I could address?

Many Thanks,

Koriszan (Kori) Reese

**Executive Assistant to Randall Rothenberg & Patrick Dolan** 

IAB

T: 212.609-3735 F: 212.937.3361

116 East 27th Street, 7th Floor

New York, NY 10016

kori@iab.com www.iab.com

From: Randall Rothenberg

Sent: Monday, March 19, 2018 4:18 PM

To: 'kara\_vanstralen@hassan.senate.gov' <kara\_vanstralen@hassan.senate.gov>

Subject: Invitation to IAB NewFronts - May 2nd

Dear Kara:

On behalf of the Interactive Advertising Bureau (IAB), I would like to invite you to join us at the IAB NewFronts in New York on Wednesday May 2<sup>nd</sup>. The NewFronts are a chance to see what innovative things are happening on the video side of the digital advertising industry. The day will provide an opportunity to learn about other elements of the digital advertising industry from both cutting edge publishers and innovative ad technology companies. You will also learn about some of the legislative issues that affect the digital advertising industry. We have attached all of the forms needed for approval by Senate Ethics. Your paperwork must be submitted no later than April 2<sup>nd</sup>. We hope you'll be able to join us.

Best,

Randall Rothenberg President & CEO IAB
116 E. 27<sup>th</sup> St., Seventh Floor
New York, NY 10016
(212) 380-4717
<a href="https://www.iab.com">www.iab.com</a>



March 18, 2018

Ms. Kara Van Stralen United States Senate Washington, D.C. 20510

Dear Kara:

The Interactive Advertising Bureau (IAB) (www.iab.com) is the trade association for the digital advertising industry, an ever evolving space. As part of the work you do for Senator Hassan, who as a member of the Senate Commerce Committee oversees many of the issues critical to our industry, we would like to extend an invitation for you to visit several offices and events held by member companies of the IAB in New York City, on Wednesday, May 2<sup>nd</sup>, 2018.

The program will be designed to meet the ethics requirements for privately sponsored travel. We will provide you with a Trip Sponsor Form but you will need to complete a Traveler Form, including advance written authorization for your participation. These forms will then need to be submitted to your ethics officer for review at least 30 days before the start of the trip (no later than Monday April 2<sup>nd</sup>).

We are happy to answer any questions you may have and look forward to meeting with you in May.

Sincerely,

Randall Rothenberg
President & CEO
Interactive Advertising Bureau

### PRIVATE SPONSOR TRAVEL CERTIFICATION FORM

This form must be completed by any private entity offering to provide travel or reimbursement for travel to Senate Members, officers, or employees (Senate Rule 35, clause 2). Each sponsor of a fact-finding trip must sign the completed form. The trip sponsor(s) must provide a copy of the completed form to each invited Senate traveler, who will then forward it to the Ethics Committee with any other required materials. The trip sponsor(s) should NOT submit the form directly to the Ethics Committee. Please consult the accompanying instructions for more detailed definitions and other key information.

The Senate Member, officer, or employee MUST also provide a copy of this form, along with the appropriate travel authorization and reimbursement form, to the Office of Public Records (OPR), Room 232 of the Hart Building, within thirty (30) days after the travel is completed.

. Spo	onsor(s) of the trip (please list all sponsors):
Inte	ractive Advertising Bureau (IAB).
De	cription of the trip: IAB is inviting Congressional staff to its annual NewFront event in New York, NY
for	a one day event focused on the digital advertising industry.
. Da	es of travel: May 2, 2018
	ce of travel: New York, NY
Na	ne and title of Senate invitees: Please see the attached invite list.
I ce	rtify that the trip fits one of the following categories:
	(A) The sponsor(s) are not registered lobbyists or agents of a foreign principal and do not retain or employ registered lobbyists or agents of a foreign principal and no lobbyist or agents of a foreign principal will accompany the Member, officer, or employee at any point throughout the trip.  -OR-
X	(B) The sponsor or sponsors are not registered lobbyists or agents of a foreign principal, but retain or employ one or more registered lobbyists or agents of a foreign principal and the trip meets the requirements of Senate Rule 35.2(a)(2)(A)(i) or (ii) (see question 9).
X	I certify that the trip will not be financed in any part by a registered lobbyist or agent of a foreign principal.
X	- AND -  I certify that the sponsor or sponsors will not accept funds or in-kind contributions earmarked directly or indirectly for the purpose of financing this specific trip from a registered lobbyist or agent of a foreign principal or from a private entity that retains or employs one or more registered lobbyists or agents of a foreign principal.
	rtify that:  The trip will not in any part be planned, organized, requested, or arranged by a registered lobbyist or agent of a foreign principal except for de minimis lobbyist involvement.  — AND—
X	The traveler will not be accompanied on the trip by a registered lobbyist or agent of a foreign principal except as provided for by Committee regulations relating to lobbyist accompaniment (see question 9).

	USE ONLY IF YOU CHECKED QUESTION 6(B)  I certify that if the sponsor or sponsors retain or employ one or more registered lobbyists or agents of a foreign principal, one of the following scenarios applies:
	(A) The trip is for attendance or participation in a one-day event (exclusive of travel time and one overnight stay) and no registered lobbyists or agents of a foreign principal will accompany the Member officer, or employee on any segment of the trip.  - OR -
	(B) The trip is for attendance or participation in a one-day event (exclusive of travel time and two overnight stays) and no registered lobbyists or agents of a foreign principal will accompany the Member, officer, or employee on any segment of the trip (see questions 6 and 10).  - OR -
	(C) The trip is being sponsored only by an organization or organizations designated under § 501(c)(3) of the Internal Revenue Code of 1986 and no registered lobbyists or agents of a foreign principal will accompany the Member, officer, or employee at any point throughout the trip.
	USE ONLY IF YOU CHECKED QUESTION 9(B)  If the trip includes two overnight stays, please explain why the second night is practically required for Senate invitees to participate in the travel:
	N/A
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•	An itinerary for the trip is attached to this form. I certify that the attached itinerary is a detailed (hourby-hour), complete, and final itinerary for the trip.
	by-hour), complete, and final itinerary for the trip.
1	by-hour), complete, and final itinerary for the trip.  Briefly describe the role of each sponsor in organizing and conducting the trip:
1	by-hour), complete, and final itinerary for the trip.  Briefly describe the role of each sponsor in organizing and conducting the trip:  As the sole sponsor, IAB invited Congressional staff to this event to engage on issues relating to
	by-hour), complete, and final itinerary for the trip.  Briefly describe the role of each sponsor in organizing and conducting the trip:  As the sole sponsor, IAB invited Congressional staff to this event to engage on issues relating to
	by-hour), complete, and final itinerary for the trip.  Briefly describe the role of each sponsor in organizing and conducting the trip:  As the sole sponsor, IAB invited Congressional staff to this event to engage on issues relating to digital advertising. IAB planned and organized all aspects of this trip and event.
	by-hour), complete, and final itinerary for the trip.  Briefly describe the role of each sponsor in organizing and conducting the trip:  As the sole sponsor, IAB invited Congressional staff to this event to engage on issues relating to digital advertising. IAB planned and organized all aspects of this trip and event.  Briefly describe the stated mission of each sponsor and how the purpose of the trip relates to that mission:
	by-hour), complete, and final itinerary for the trip.  Briefly describe the role of each sponsor in organizing and conducting the trip:  As the sole sponsor, IAB invited Congressional staff to this event to engage on issues relating to digital advertising. IAB planned and organized all aspects of this trip and event.  Briefly describe the stated mission of each sponsor and how the purpose of the trip relates to that mission:  IAB is the trade association for the digital advertising industry. Its missions are developing technical
	by-hour), complete, and final itinerary for the trip.  Briefly describe the role of each sponsor in organizing and conducting the trip:  As the sole sponsor, IAB invited Congressional staff to this event to engage on issues relating to digital advertising. IAB planned and organized all aspects of this trip and event.  Briefly describe the stated mission of each sponsor and how the purpose of the trip relates to that mission:  IAB is the trade association for the digital advertising industry. Its missions are developing technical standards and best practices, fielding research on interactive advertising, and education, and this trip will

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Total Expenses for E	ach Participant:			
	Transportation Expenses	Lodging Expenses	Meal Expenses	Other
Good Faith estimate	\$260 - Amtrak \$105 - Chartered van ground transportation	N/A	\$65	N/A
☐ Actual				
Amounts				
State whether a) the toparticipation or b) the congressional participation	rip involves an event that e trip involves an event to pation:  ne-day event that is arranged.	hat is arranged or or	ganized <i>specifically</i> 1	with regard to
State whether a) the toparticipation or b) the congressional participation	e trip involves an event to pation:	hat is arranged or or	ganized <i>specifically</i> 1	with regard to
State whether a) the transfer participation or b) the congressional participation.  This trip involves a or participation.	e trip involves an event to pation:	hat is arranged or or	ganized <i>specifically</i> 1	with regard to
State whether a) the triparticipation or b) the congressional participation.  This trip involves a or participation.  Reason for selecting	e trip involves an event to pation: ne-day event that is amai	hat is arranged or or nged or organized sporting	ganized specifically recifically recifically with regard	to Congression
State whether a) the treaticipation or b) the congressional participation.  This trip involves a or participation.  Reason for selecting  The annual NewFron	e trip involves an event to pation: ne-day event that is arranged the location of the event	hat is arranged or or nged or organized sport trip show is held in Nev	ganized specifically recifically recifically with regard	to Congression
State whether a) the transfer participation or b) the congressional participation.  This trip involves a or participation.  Reason for selecting  The annual NewFrontees and the annual NewFrontees and the selections.	e trip involves an event to pation: ne-day event that is arranged the location of the event at digital advertising trade	hat is arranged or or nged or organized sport trip show is held in New City.	ganized specifically recifically recifically with regard	to Congression
State whether a) the transfer participation or b) the congressional participation.  This trip involves a or participation.  Reason for selecting  The annual NewFrontees and the annual NewFrontees and the selections.	e trip involves an event to pation: ne-day event that is arranged the location of the event at digital advertising trade are located in New York	hat is arranged or or nged or organized sport trip show is held in New City.	ganized specifically recifically recifically with regard	to Congression

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	s to the maximum per diem rates for official Federal Government travel:
The daily	expenses for travel, and other expenses provided to participants will be less than the maximum.
per diem	rates, as set by the GSA. The expenses for meals slightly exceeds the maximum
per diem	rate and this is due to higher catering costs in downtown New York City.
class trai	the type and class of transportation being provided. Indicate whether coach, business-class or first asportation will be provided. If first-class fare is being provided, please explain why first-class necessary:  lass train transportation and chartered van ground transportation will be provided.
expall  List any the enter	epresent that the travel expenses that will be paid for or reimbursed to Senate invitees do not include benditures for recreational activities, alcohol, or entertainment (other than entertainment provided to attendees as an integral part of the event, as permissible under Senate Rule 35).  entertainment that will be provided to, paid for, or reimbursed to Senate invitees and explain why stainment is an integral part of the event:
None.	,
	certify that the information contained herein is true, complete and correct. (You must include the sed signature block below for each travel sponsor.)
Signatur	re of Travel Sponsor:
Signatur Name a	re of Travel Sponsor:  Mandall Rothenberg  Title:
Signature Name a	re of Travel Sponsor:  Ind Title: Randall Rothenberg  f Organization: Interactive Advertising Bureau
Signature Name a	re of Travel Sponsor:  Mandall Rothenberg  Title:
Signature Name at Address	re of Travel Sponsor:  Ind Title: Randall Rothenberg  f Organization: Interactive Advertising Bureau
Signature Alame of Address Telepho	re of Travel Sponsor:  md Title: Randall Rothenberg  f Organization: Interactive Advertising Bureau  s: 116 E. 27th Street, 7th Floor, New York, NY 10016  one Number: (212) 380-4717
Signature Name at Name of Address Telephote Fax Nu	re of Travel Sponsor:  Mandall Rothenberg  Interactive Advertising Bureau  116 E. 27th Street, 7th Floor, New York, NY 10016



Wednesday, May 2nd

5:50 am - 8:52 am Amtrak train from Washington Union Station to New York Penn Station

8:55 am - 9:00 am Walk from Penn Station to HULU NewFront

9:00 am - 11:00 am Attend HULU NewFront Presentation

Staff will learn and see the innovative ways digital advertising is being Integrated into video content. They will have the opportunity to hear facts and figures about user engagement with video advertising and better understand

the video advertising market.

Location: Madison Square Garden Theatre

11:15 am - 11:45 am Travel to ESPN NewFront

12:00 pm - 2:00 pm Attend ESPN NewFront Presentation (Lunch Included)

Staff will have the chance to see how ESPN produces their award digital content

and hear how the digital sports industry is being monetized.

Location: 547 West 26th Street

2:00 pm - 2:15 pm Travel to Self-Regulatory Briefing

2:15 pm - 3:15 pm DAA / TAG Briefing

Staff will hear from leaders of the two self-regulatory bodies that police the digital advertising industry: the Digital Advertising Alliance (DAA) and the

Trustworthy Accountability Group (TAG).

Location: TBD

3:15 pm - 3:45 pm Travel to New York Times

3:45 pm - 4:45 pm Visit and Tour of New York Times

Staffers will learn the innovative ways NY Times is combining story-telling with digital advertising. They will also have the chance to hear from executives about the

way online advertising is changing media.

Location: 620 8th Ave, 15th Floor

5:00 pm - 5:30 pm Travel to Penn Station

6:00 pm – 8:58 pm Amtrak train from New York Penn Station to Washington DC

Regards for tree-city.	As the Staff Director for the Subcomment, bit, Oceanoons works on tenues.  ***********************************	As a semicy professional Sale menther on the Subscrivings, Ne., Ocean works on beans related to comments protection, digital educations and private.	As Inguishmen empirical, the Copies monto on tensors retained to digital advantables and privace.	As Podoy Dancto and Counsel on the Subcommittee, Mr. Doban Telly works. On teams minist to committee protection, depth adventure; and printer.	As excels topicities a sentition, life, Doyle worth on teams retained to operat.	As the samicy coursed for the Substantines, Mr. Felbinsh morks on teamer.  - extend to comment protection, dying selections are privacy.	As chief counsel to the Subcommittee, Mr. Pjetl works on teachs orband to comment protection, digital scheduling and princip.	As topatons and the Pleas south on beans when to depat schedul.	As Chief of Staff, left, Kedamy commune of of the Benefit's work, including on	As Technology Policy Advisor, Ms. (On works on beans retain) to Class  Constaints and primary.	As Chief of Staff, the , Kinggest coverness of of the Sammer's score, inchesting on	As implantes excitated, 16. Long-water on because retains to depth safestians.	As implaintive escripture, Mr. McLassa works on fracture refused to digital	As Opmertal Comment, May, Machingra works on frames referred to depart	As a seekly professional fitted resorber on the Subcommittee, Mr. Person modes 1. on teams retaind to consume protection, digital advantaging and primacy.	As implantates Courses, like, Park modes on tenum matched to digital adventages on and princips.	As ingustative assistant, life, Prest works on insues setained to eligibil achieving	As a professional staff mannies on the Seboomraties, Mr. Placter worth en a taxwes released to consumer protection, digital adventaing and privacy.	As laying and privacy.	As Santo Policy Advisor, Ms. Von Grates wests on beausy satured to depth	As Santo Policy Adelect, Mr. Wender exorts on bases animal to digasi	As lackstone exercised, life. To exotis on leases related to depth achievable.
Comments	Dae on Commerce, Setunds, and Transportation	Des en Commerce, Schence, end Transportette	Dies ein Commercia, Bolencia, serd Transportatio	tes on Commerce, Scenera, and Transporter	cies en Commente, Science, and Tomportak	fies on Commerce, Science, and Transporter	Des On Commerce, Science, east Transportet	Das On Commerce, Scorecte, and Tonesporter	Das en Commerce, Science, and Transportet	Des on Contreros, Science, and Transported	Ches on the decicions	des on Conseson, Bolance, and Transporter	Eles on Commerce, Solesce, and Transpertal	thes on Commerce, Science, and Transported	Day on Comments, Science, and Transported	Sevele Committee on Comments, Science, and Transportation	ethes on Commerce, Science, and Tomeportati	idas os Commerca, Ocianca, and Transpodas	ittee on Commerce, Science, and Transporter	Des Co Commerce, Sciences, and Transported	Sibse Co Commercia, Sciencia, end Transported	ethes on Commerce, Science, and Transperse
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